

Guidelines for Tour Operators – Developing SunSmart Strategies

How to minimise the risks of sunburn

Information to customers prior to them leaving home

You should encourage your customers before they leave for their holiday, to pack a wide brimmed hat, sunglasses and sunscreen of SPF 15+. This information should be conveyed at point of sale verbally as well as in pre-departure information.

Information to customers while they are under your care

The information in this pack includes practical advice to help prevent sunburn and other life

threatening effects of solar exposure. This information should be included in your communication to your customers.

Brochures

While it makes good commercial sense to promote your business within the context of a sunny destination, refrain from using images depicting people intentionally sunbathing without either shade or protective clothing such as a wide brimmed hat and shirt. These images reinforce stereotypes that are harmful to health and could easily lead to a negative and painful holiday experience.

While customers are under your care - special recommendations on what you can do

For excursion providers:

- Ensure hats, sunglasses, and sunscreen of SPF 15+ are either freely available or for sale
- Provide regular reminders to your customers of the importance of taking precautions to prevent sunburn. Especially at peak hours of UV
- If customers are going to be left in any one place for a long time, ensure locations are chosen that have access to shade
- Where shade doesn't exist, avoid leaving your customers for long periods exposed to the sun - particularly over the period of solar noon when the UV radiation is at its most intense. Instead plan the schedule so that long periods outdoors are at times when ultraviolet radiation levels are significantly lower, such as early morning or late in the afternoon.

For resort managers – water based:

- Ensure hats, sunglasses and waterproof or water resistant sunscreen of SPF 15+, are either freely available or for sale
- Provide regular reminders to your customers of the importance to take precautions to prevent sunburn, especially on their arrival. Strategic use of signs to encourage sun protective behaviour is encouraged.

- Ensure your facility has plenty of shade where customers are likely to congregate e.g. by the pool or at the bar
- Provide or rent beach umbrellas for customers if they do not already exist
- Schedule events that may require long periods in direct sunlight away from peak UV periods. Instead plan the schedule in the early morning or late in the afternoon when the UV is significantly less intense.

For resort managers – in mountain areas:

- Ensure hats, sunglasses and sunscreen of SPF 15+ are available either freely or for sale
- Provide regular reminders to your customers of the importance of taking precautions to prevent sunburn and eye damage.

Display the UV Index:

- The UV Index is a way of describing the strength of the sun's rays. The higher the UV Index the greater the risk of sunburn. Display the daily UV Index for customers so they are informed about the need to adopt protective measures.

For more information visit
www.sunsmart.org.uk